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### **1 PROBLEMS OF ANTHROPOCENTRIC FIELDS IN KAZAKH LINGUISTICS**

**Аннотация:** In the world linguistics, a language has become a trend in the direction of new trends. These new areas of anthropocentrism [Greek. anthropos-man, centrum-center] are the core of this science, which puts a man at the center of the world. It is important to determine the place and function of linguistic paradigms for the study of the Kazakh language in the XXI century. Most innovations in the Kazakh language are considered within the framework of this anthropomorphic paradigm and are presented to the scientific community. Researcher Zh. Mankeeva identifies three traditional scientific paradigms in the history of language development: comparative-historical; system-structural; anthropogenic.

**Keywords:** anthropocentric orientation, psycholinguistics, social linguistics, dialect.

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### **ҚАЗАҚ ЛИНГВИСТИКАСЫНДАҒЫ АНТРОПОЦЕНТРЛІК ПАРАДИГМА МӘСЕЛЕЛЕРІ**

**Аннотация:** Әлемдік лингвистикада тіл жаңа тенденциялар бағытында трендке айналды. Антропоцентризмнің бұл жаңа салалары [грек. антропос-адам, орталық орталық] - адамды әлемнің орталығына қоятын осы ғылымның өзегі. XXI ғасырда қазақ тілін зерттеу үшін лингвистикалық парадигмалардың орны мен функциясын айқындау маңызды. Қазақ тіліндегі жаңалықтардың көпшілігі осы антропоморфтық парадигма аясында қарастырылады және ғылыми қоғамдастыққа ұсынылады. Зерттеуші Ж.Манкеева тілдің даму тарихындағы дәстүрлі үш парадигманы бөліп көрсетеді: салыстырмалы-тарихи; жүйелік-құрылымдық; антропогендік.

**Тірек сөздер:** антропоэктілік бағыт, психолингвистика, әлеуметтік лингвистика, диалект.

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### **ПРОБЛЕМЫ АНТРОПОЦЕНТРИЧЕСКИХ ПАРАДИГМ В КАЗАХСКОЙ ЛИНГВИСТИКЕ**

**Аннотация:** В мировой лингвистике язык стал трендом в направлении новых тенден-

ций. Эти новые области антропоцентризма [греч. антропос – человек, centrum – центр] являются ядром этой науки, которая ставит человека в центр мира. Важно определить место и функцию лингвистических парадигм для исследования казахского языка в XXI веке. Большинство новаций в казахском языке рассматриваются в рамках этой антропоморфной парадигмы и представляются научному сообществу. Исследователь Ж. Манкеева выделяет три традиционные научные парадигмы в истории языкового развития: сравнительно-историческую; системно-структурную; антропогенную.

**Ключевые слова:** антропоцентрические направления, психолингвистика, социальная лингвистика, диалект.

In the world linguistics, the language has become a trend in the direction of new trends. These new fields of the anthropocentric (anthropocentric) [Greek. anthropos – human, centrum – center] are the core of this textbook, which sets out a person to the center of the world.

It is important to determine the place and function of linguistic paradigms for research in the Kazakh language in the 21st century. Most of the latest innovations in the Kazakh language are considered within the framework of this anthropomorphic paradigm and presented to the scientific community. Interviewer Zh. Mankeeva has three traditional scientific paradigms in the history of linguistic development: comparative-historical; systematic-structured; anthropogenicity. Anthropomorphic paradigm examines language with a structural, systematic paradigm, considers language as a spiritual-cultural code of the nation, not merely the means of communication and expression. Language is considered to be the main instrument of human knowledge, culture, which reflects the linguistic, ethical, spiritual culture, psychological traits and gender identity of the people, centuries-old history. In the mind, the human brain is displayed only through the tongue and goes out. Communication is communicative in language. Conceptual cognitive knowledge gives plenty of information about the human environment and the environment. In reality, knowledge acquired through language is part of the knowledge of the world.

Anthropocentrism (gr.anthropos – «human», lat.centrum-center) is a scientific direction that links the human phenomenon to other phenomena of the universe, linking the human being with the human factor to the processes that occur in the world, as the center of the universe. Many studies in general linguistics have an advantage of anthropogenic paradigm. The reason for this is that anthropocentrism in linguistics first puts the nation first and foremost a human being, the true owner of the language – national language. Scientist E.V.Erofeeva in her article titled «Anthropocentric Approach to Research» describes the following two language functions: «1. in essence, something really objective, 2. Informatics or just about the whole world and it's about humanity» [1, 28].

Social linguistics: «speech material; interpretation of the text as a specific speaker's work with certain social value; language language, style, specific grammar, lexical unit, speech genre, sex, and general state of the speaker's language can be determined by speaking language» [1, 29].

In gender education is shown: speech situation; theme of story; age; knowledge.

Anthropogenic paradigm of contemporary Kazakh linguistics has opened new fields in the context of its cumulative activity through language and culture, such as ethno linguistics, linguistics, linguistics and language education, psycholinguistics, cognitive linguistics and social linguistics.

Anthropocentric research focuses primarily on such issues as human cognitive structure: perception, thinking, language, memorization, and action.

E. Sepir and B. Oorf believe that when the image of the world is perceived by the individual

dependent on the language of a certain ethnos, the true world takes the language «by the tongue». This is called language determinism.

O.Yu.Kushchev Anthropocentric paradigm in modern linguistics states in his article, «Anthropogenic paradigm in linguistic education, in the twentieth century, is made up of four interconnected but individual traits: The first one sees» the tongue as a mirror»; The second direction, interdisciplinary linguistics is considered here as it relates to the process of interpersonal communication. The third direction considers language as a worldview with the organization of human cognition that is, applying to other sciences. The fourth direction, in anthro-interactive language knowledge, is to examine the language from the point of view of the individual. The subject of Linguocultural Cognition is regarded as a linguistic person and concept [2, 34]. On the basis of the anthropological linguistic teaching, there are a number of mutually-constrained, interconnected scientific fields, which suggests the following drawings to the problems of the routes:

Anthropological linguistics					
Language	Social	Social linguistics	Psycholinguistics	Psychology	Language
	Nation	Ethno linguistics	Gender linguistics	Physiology	
	Culture	Linguoculture	Cognitive linguistics	Gnosiology	

One of the developed and emerging linguistics in the world, the founder of the Kazakh linguistics, the work of scientist Kudaibergen Zhubanov, is relevant to the present day of the Kazakh people, the reason of which is the fact that the people of the people are a linguistic person in this social environment. It is well-known that the social status of a linguistic person is exposed by the linguistic nature.

The first Kazakh professor in the field of linguistics, Turkologist, teacher – K.K.Zhubanov was the author of valuable works on the use and structure of our mother tongue, who was fluent in the language and culture of the national language and even the language proficiency of the language. The precise representation of the scientist’s knowledge of national, regional, and global culture during his lifetime is explained by the level of linguistic theoretical knowledge in interpreting his scientific problems. Therefore, we are talking not only about the new knowledge of the new Kazakh language knowledge, but also the ability to fully and completely master the teaching of science to the following language owners. The academician I.Kenshebaev, Linguistic problems: «... H.K.Zhubanov is self-motivated in science-research work in the region of general linguistics and Turkology» [1, 15].

In the article by Prof. M.M.Kopilenko, the findings of the scientist on Russian language articles on the Kazakh language have been compared with the concepts which are commonly found in the works of general linguistics [2, 18-24]. In this context, the scientist’s views on the problems of general linguistics and its various trends and approaches in the world literature of that time, the prediction of the formation of a certain direction and the scientific basis of various linguistic schools, in front of the Kazakh society in language use The future of the day is also a source of familiarity with the principles that are the branches of the individual science, with a sense of pity, a sense of the future of the people’s future. not only a temporary periodical linguistics, but also a prediction for the future, thereby not only promoting the people’s prospects, but also language support, but also the ideas that lead to the cultural and spiritual development of the nation. known for his work.

Academician A.Kaidar says in the collection of scientific articles dedicated to the 90th anniversary of the scientist: «... K.Zhubanov’s scientific, scientific-organizational and educational activity has become increasingly fertile, he has achieved a great deal of effort, his own efforts,

knowledge and good will. fully dedicates his native language to the good things he has done. As a first-language linguist at the European level, he has been able to reach the desired results in the study of the Kazakh language until now. Thus, the name of the owner of the talent, which was the theoretical foundation of the actual Kazakh linguistics, was generally known [3, 9].

According to Professor B.Hasanov, «The Kazakh language linguist K.Zhubanov's creative work has previously been studied in the context of the Kazakh linguistics, and in this work the problem of general linguistics is raised. It is well-known that the general linguistics course began to be taught in the USSR since 1963, the name of social linguistics came into scientific circulation in 1952, the term psycholinguistics came into effect in 1954, and these sciences were founded in 1920-1930 by K.Zhubanov in his works and his concepts which corresponds to the development process ... «.

In this work K.Zhubanov and the scientist point out that the main idea of the scientific problem: the scientific necessity, the practical need, the general linguistics, is based on consideration of fundamental ideas of general linguistics, social linguistics, psycholinguistic sciences, «K.Zhubanov's national language in the context of world-linguistic science and the development of modern linguistic science, it is clear that the heritage of the scientist will shine in every respect. «formulates [4, 5].

The scientist believes that K.Zhubanov had learned about F.Bopp, who supported general linguistics in general linguistics, acquainted with the works of German scientist Shtettal, and what he did in the world of linguistics. How did it relate to new trends in linguistics? In the middle of the XIX century, traditional logical linguistic knowledge was incompatible with new scientific goals. Interpretive thoughts of scholars translate into the problem of polarity in the internal structure of the human language, even considering the eternal variability of the human voice language.

Hean Steintal, the founder of the psychological stream in the world linguistics. This scientist opposed the ideas of V.Humboldt, a scientist in the biological or naturalist perspective, and known as a rejectionist. H. Steintal is a scientist who seeks to move from a psychological phenomenon to ethnopsychology, and examines the laws of the spiritual life of the people from political, social and religious societies. National person, national language, national psychology in scientific circulation. Later, he was a representative of the Kharkov Linguistic School for further development, Potavnaya, who proposed the linguistic-psychological concept. Professor B. Hassanov said that «K.Zhubanov's acquaintance with Ch.Steintal's works» is a proof of the fact that K.Zhubanov is the initiator of the science of Kazakh psycholinguistic science, which has such a population and is at the crossroads of national psychology and language [5].

Psychological linguistics is a study of how the speech process works, the perception of human psychiatry, the connection between the senses, the thought, the language system. XIX century The form of science of Kazakh psycholinguistics is the Kazakh speech. Also, our speech language is not just a matter of self study, but also as a physical language, children's language, different language proficiency, speech usage, speech emotion, plain words, slang, parenthesis, local language peculiarities, and gender. Psycholinguistic report language education, and in terms of the use of methods, it is closely related to psychology, that is, at the crossroads of two sciences. Sometimes the theory of reasoning is associated with associative experiments in associative linguistics. Psycholinguistics is also studied in combination with neurolinguistics, social linguistics, cognitive psychology, cognitology, informatics, social psychology, pragmalinguistics, and discourse analyzes, resulting in ethnopsychological linguistics, sociophysical linguistics, Psychology in literature, etc. science has appeared [6].

K.Zhubanov's dissertation on the concept of general linguistics, «H.K. Zhubanov's concept of general linguistics», which is based on the study of linguistics. The modern Kazakh linguistics

is a set of knowledge about the language, which has the state status of the people of Kazakhstan on the globe. In modern linguistics there is not a European-centric approach, but anthropocentric writing. Because the human language and its language are the language images of the world, as it is reflected in the knowledge of each nation, and so on. The general linguistics is divided into intralinguistic and extralinguistic. Intralinguistics (internal) – explores the internal structure of the language, the relationship between the system parts. Microlinguistics is also called internal linguistics. Intralinguistics has phonetics, lexicology, grammar and so on. Ecstalinguistics (external) – explores the relationship between language and the external world. Extralinguistics is divided into two domains: social linguistics and mentality. Mental science is studying the relationship between language and thinking, the theory of linguistic meaning, the way speech and the situation.

The methodology used in linguistic education is divided into the type of researcher's approach: typological, intermediate, structural, psychological, ethnographic, aesthetic, synchronous, diachronic, and applied linguistics. Typologic linguistics is divided into structural, compares functional signs. XIX century in the middle. Adaptation of individual languages on the basis of defined structural, functional concepts in general linguistics. Regional education – the field of linguistic phenomena, the study of interpersonal (dialectal) communication through the methods of lanal linguistic geography, XIX. the second half and the XX century. originally formed.

K. Zhubanov said: «There is no language in the world without dialectics. People's language is a set of dialects, «suggests that there are internal, external causes and causes affecting language changes, as well as the relationship between language and society and the laws of interdependence as a methodological principle. Structural Linguistics is a system of linguistic symbols and language structure a young man who is based on obvious particles, studies their proximity to specific sciences. 20th century It is formed in 20-30 years. Ethnographic or ethnic linguistics, ethnolinguistics - studying the relation of the language to the national culture. XIX-XX centuries others XIX century Study of Indigenous tribes in North and Central America during the 1970s. Social linguistics is a social phenomenon that serves the social life, professional life of the language. XIX-XX centuries formed. Aesthetic linguistics – A study of the language from aesthetic philosophy, in the 20th century. At the beginning he was a native of Western Europe. Synchronized linguistics – describes the structure and structure of language in a particular era. The description is also known as standard linguistics. Dixonic linguistics is a study of the change and development of language in historical time. Descriptive linguistics – American Structuralism, related to studying the language of the American Indians, in the 20th century. The aim of this science is to describe the process of speech by study-ing the variations (interconnectedness) of the language particles without using the lexical, grammatical meanings of the language. Formal study of the language using the distribution method, also known as distributing linguistics. Mathematical linguistics is the study of the structure of natural and some artificial languages by means of a machine, etc. 20th century In the 50s he has been in scientific circulation. Applied linguistics is another XXI, which creates a scientific system for the use of language in accordance with practical requirements. formation of graphics, spelling, vocabulary, improvement of speech culture, setting of literary norms, systematization of terms, etc. Functional linguistics is a field of structural linguistics that focuses on the functional aspects of language as a means of communication. Paralinguistic is a non-linguistic, non-linguistic, non-linguistic (rhythm, vocal, intonation, facial, hands, and body gesture) speech [6] K. Zhubanov concludes on the connection between language and language: «There is also a song for language, every language has its own song. The main purpose of linguistics in human-oriented linguistics is to investigate the phenomena of the linguistic phenomenon in the language at all levels «[7, 4]. ].

Anthropogenic trends can be considered in the modern world of linguistics in the XIX-XX

centuries, and in the Kazakh language in the 21st century, there is a new look at the cross-section of sciences and the use of the language in other branches of science, develop and develop.

<b>2. Anthropolinguistic fields</b>	
Cognitive linguistics	«The speaker does not speak to himself, speaks to someone else, the theory of cognition»
Social linguistics	«Speech is a message, collective look. This should be attended by at least two people»
Psycholinguistics	«Language is not needed for one person, language is something that is done for an individual, and the first thing to consider is language»
Paralinguistics	«...mimic tongue, lips, mouth rash, splitting»
Gender linguistics	«...a woman's own speech style»
Ethnolinguistics	«The language of every nation can express its thoughts and images only in the light of its own perceptions and thoughts»

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